

College of Arts & Letters | *Old Dominion University*
Bachelor of Science in Public Relations | Minor in Marketing

Norfolk, Virginia (Remote)
Sept. 2023 - Jan 2026

Skills & Projects

- **Public Relations & Communications:** Press releases, media pitches, content creation, storytelling
- **Media Monitoring & Research:** Muck Rack, Qwoted, social media analytics
- **Technology & Collaboration:** Basecamp, Notion, Microsoft Office, Google Suites

Professional Experience

Social Media Intern
Strome College of Business

Norfolk, Virginia
Jan. 2025 - Present

- Assists Strome College of Business in developing and scheduling 5+ weekly social media posts, reels, and stories enhancing engagement and increasing audience growth.
- Partners with faculty to create content highlighting student achievements, events, and program updates, boosting overall visibility.

Public Relations Intern
Chartway Credit Union

Virginia Beach, Virginia
May 2025 - July 2025

- Created press releases and public relations memos to support company communications and media outreach.
- Developed and distributed internal newsletters to keep employees informed and engaged.
- Completed a capstone project focused on auditing and improving the organization and accessibility of Chartway’s SharePoint site, Jetstream.

Public Relations Intern
The W Entertainment Group - Public Relations Startup

Virginia Beach, Virginia
April 2023 - Jan.2025

- Drafted and pitched press releases to 50+ brands, achieving a 75% response rate and securing placements aligned with client goals.
- Designed engaging social media content for a wellness brand, leading to over 1M views and 1K+ likes by leveraging trending strategies.
- Collaborated with the CEO on market research and media trend analysis to develop impactful campaigns, directly influencing client success.

Public Relations Intern
High Key Agency

Remote
May 2024 - Aug. 2024

- Monitored media trends and identified opportunities for client campaigns, supporting 50+ initiatives for \$100M personal brands.
- Drafted and pitched 25+ stories to top-tier publications, including *Forbes* and *USA Today*, securing high-profile media placements.
- Conducted in-depth market research and developed PR strategies that improved campaign outcomes by 15%.
- Streamlined workflows for a 10-member team, improving productivity in a fast-paced, remote environment.

Leadership

Director of PR & Recruitment
Old Dominion University Student Government Association

Norfolk, Virginia
May 2024 - Present

- Managed all public relations for large-scale SGA initiatives, achieving a 16% increase in Instagram reach, a 43% boost in engagement, and 11% follower growth (256k views in one month).
- Directed a PR & Recruitment committee of 30+ members to execute campaigns that enhanced student engagement.

Vice President of Communications
Zeta Tau Alpha

Norfolk, Virginia
Nov. 2024 - Present

- Designed creative Instagram content for Zeta Tau Alpha’s secondary account, growing the follower base to nearly 3,000.
- Curated an aesthetic feed to enhance the chapter’s digital presence and attract new members.